

EXPERIMENTAL TELEVISION CENTER LTD.  
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2/17/91-7/21/91

To the Reader,

I bought a Cheetah for my operation during your promotional campaign. Thus begins my saga.

In early 1991 I began calling you folks trying to describe my problems with the machine you sent me.

"Jim is the one you have to talk to." "Ok put him on."  
"He isn't here" "What do I do" "Leave your number he will call back" "OK"

He didn't call back

"Is Jim there?" "No, he was up all night getting ready for a show, leave your number he will call you when he comes in"

Evidently he never came in.

"Is Jim there?" "No, he has gone to the show and won't be available for three? two? weeks." "OK I'll try after the twenty first."

"Is Jim there?" "No, he hasn't come in yet" "Look, I have this Cheetah that doesn't work the way it was offered to work and I am getting short in temper about the unavailable Jim."  
"Jim just walked by, hold on for a minute."

Jim and I talked, he was cordial, proud of the product and helpful to some degree. I still wondered if this is the way it should be, that is, is this the way the Cheetah is supposed to work or in fact is mine screwed up? I was generally discouraged by everyone on your end when it came to my sending the thing back for evaluation or replacement. Jim said there were limits when it came to reds and their reconstruction by the Cheetah. That wasn't mentioned in the advertising that led me to purchase the machine.

I am a most patient person and even willing to accept the fact that this is the way it supposed to work, obviously not happy about the way it does work, but if that's it, I took my chances and lost. Not the first time.

I have taken the Cheetah out of the Center's studio and installed two For-A's instead. Cheetah is now in my studio to be cursed over and coaxed into what shaky whatever I can get it to do. Last week I finally had had it and took the damn thing apart hoping to find some pots that might lead to a better than streaky color reconstruct and maybe even a relationship between Gain and Pedestal, A to B. Low and Behold among the made anonymous chips there were some pots. I spent the day trying to identify and adjusting with results that were at least 60% better than what you shipped me.

Now I'm excited. Gee if I knew what to do from your perspective I might even make the machine useful enough to return it to the public and you might even benefit from sales.

I'm not bitter but I am tired of being jerked around by people who sell me things and don't allow for their mistakes within my understanding, especially when I pay TWO THOUSAND DOLLARS for the privilege of not having a machine worthy of its described and intended use.

I don't want your secrets.

I do want to know what to do about adjusting this thing to a working position. It seems to me that that is not an unreasonable goal nor should you find it an unreasonable request.

I do want you to send me a diagram identifying the functions of the pots and, if you have it, a procedure for setting the machine to its best useful state. I don't give a damn about your guarantee. Just send me what I need to survive with my investment.

Do you have any experience with extending pedestal and gain pots to the front panel? Does it sound feasible or would there be too much interference? Are there any revisions to the original boards that might clean up the signal? Will you sell, send them to me?

I could be one of your supporters, if you treat me reasonably.

Most Sincerely,

Ralph Hocking

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